

Comparing Western and South Korean Celebrity Twitter Strategies

By Tara Siano



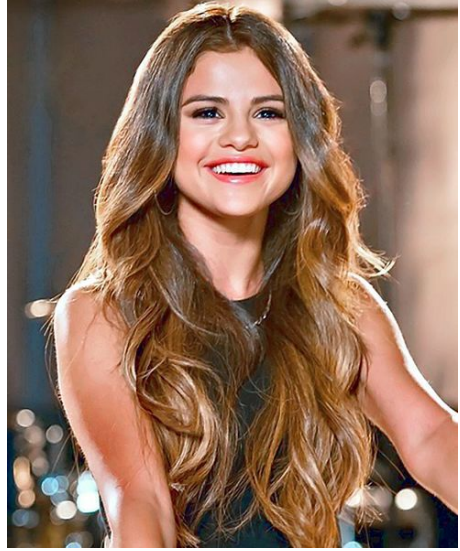
Research Questions

RQ 1: What type of content are Western and Korean artists posting on their Twitter accounts?

RQ 2: Which artists —Korean or Western— post the most content on Twitter?

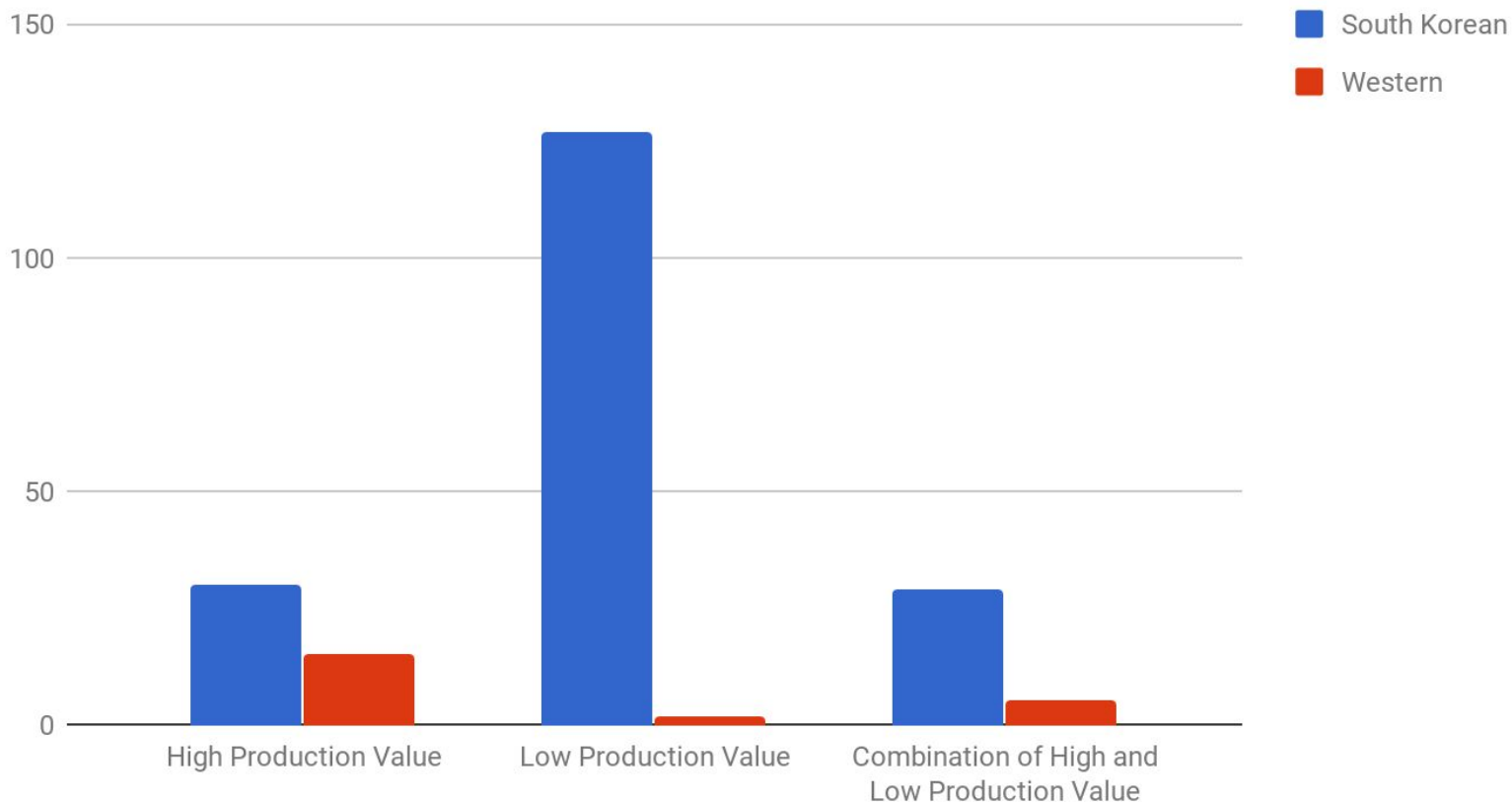
RQ 3: What kind of posts on Twitter do followers respond to the most?

RQ 4: Which artists —Korean or Western— have more interaction with their followers on Twitter?

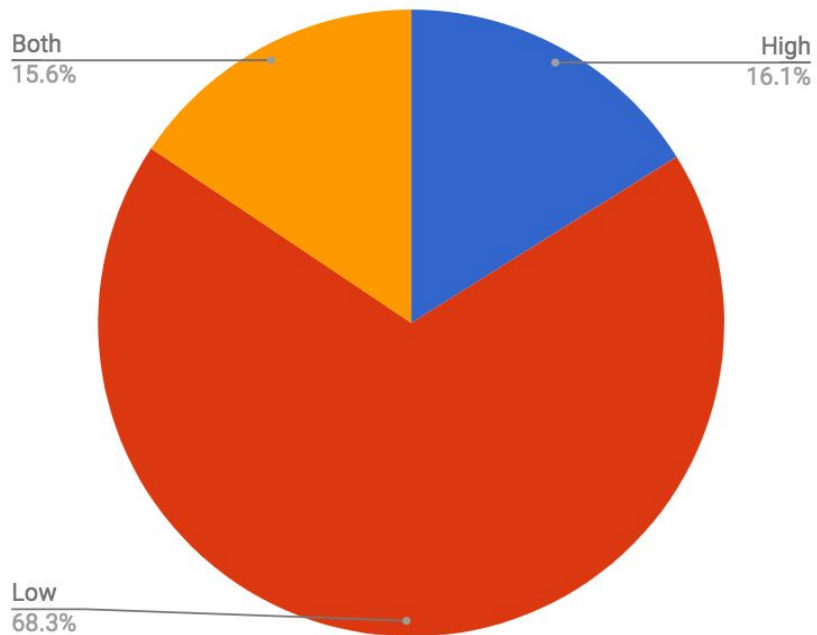




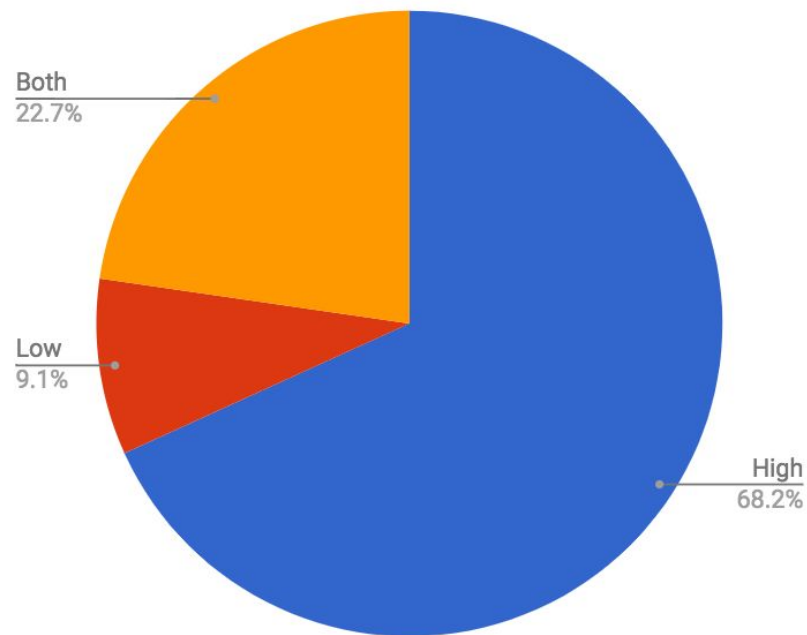
Korean and Western Total Photos and Videos



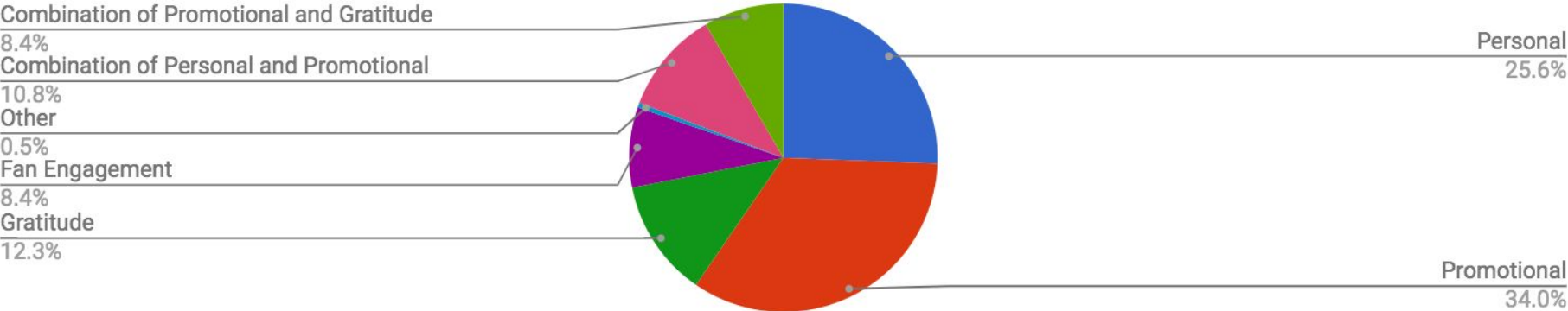
South Korean Production Value



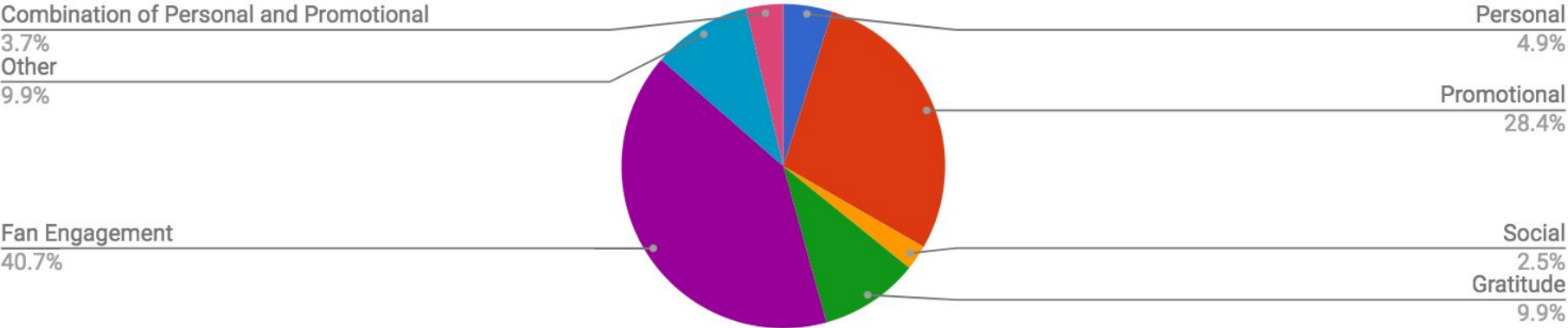
Western Production Value



Percentage of Korean Tweets per Purpose



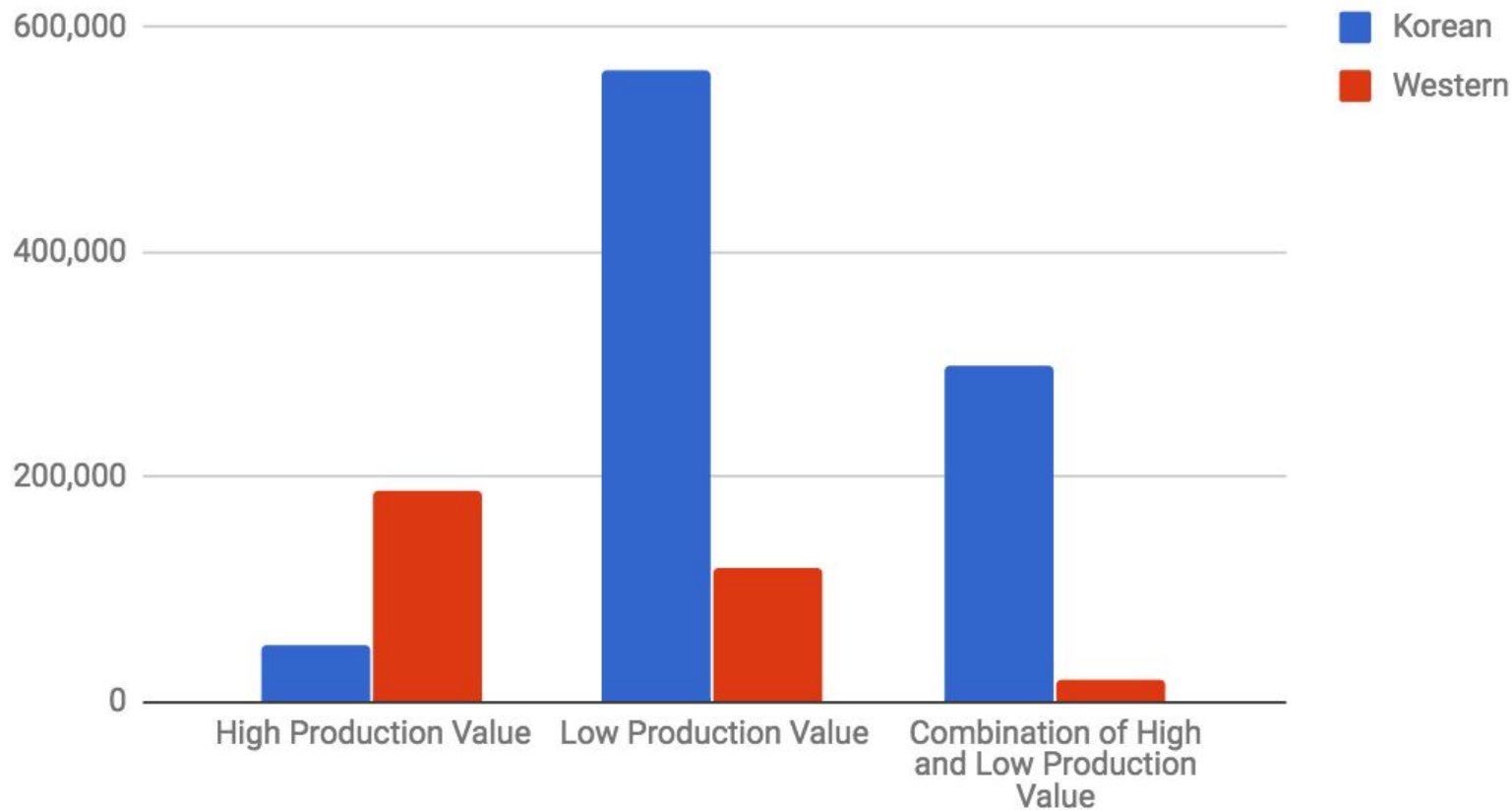
Percentage of Western Tweets per Purpose



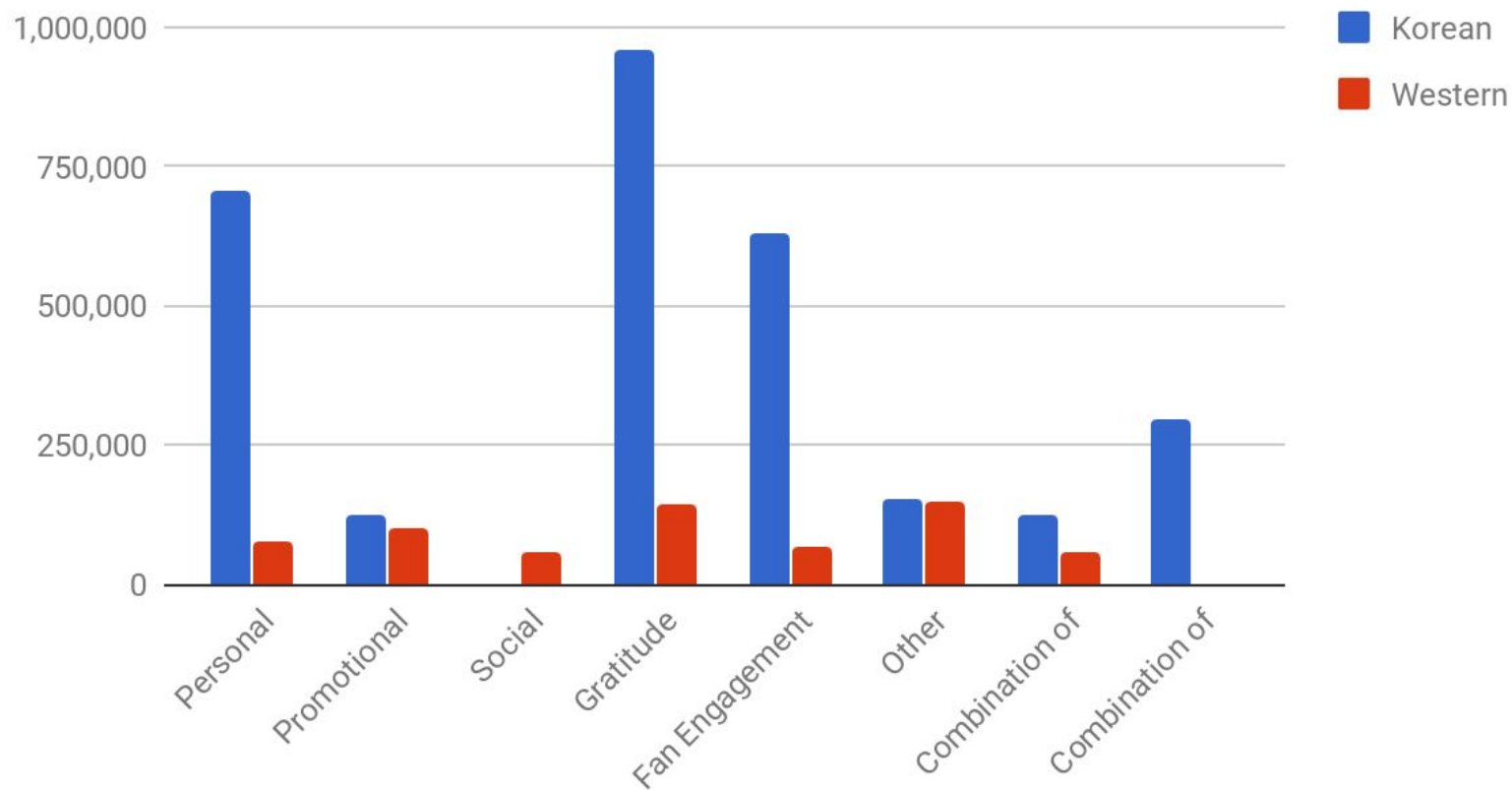
Amount of Content Posted

		Tweets	Photos	Videos
Korean Artists	Total	205	170	34
	Average per week	41	34	6.8
Western Artists	Total	78	11	17
	Average per week	15.6	2.2	3.4

Average Amount of Actions vs. Production Value



Average Amount of Actions vs. Purpose



Followers/Following Ratio

Artist	Following	Followers (Millions)	Ratio (Followers/Following)
BTS	113	13,700,000	121238.94
EXO	1	2,700,000	2700000
GFriend	6	686,000	114333.33
Twice	42	2,280,000	54285.71
Ariana Grande	64,500	56,800,000	880.620
Justin Bieber	315,000	106,000,000	336.508
Selena Gomez	1,254	56,200,000	44816.59
Shawn Mendes	60,400	18,300,000	302.98



방탄소년단  @BTS_twt · Apr 16

May is coming   #RM



 67K

 340K

 905K



Average Actions Organized by Gender

Girls	Average Actions	Boys	Average Actions
Twice	23,700	BTS	845,100
Gfriend	10,000	EXO	156,900
Ariana Grande	40,900	Justin Bieber	276,000
Selena Gomez	74,000	Shawn Mendes	1,513,300
Total	37,300		697,800

Questions?